

Mrs
UNIVERSE



South Africa

Sponsorship Proposal

Dear prospective Sponsor

We at Commonwealth Pageants South Africa (Pty) Ltd. host the **Mrs Universe South Africa pageant** annually and it's our goal to bring *Wealth to the Community* and to create a platform to empower, mentor and support all women in South Africa. Our contestants take part in mentorship and empowerment programs during their journeys to the crown.

We would like to partner with you and your business to create a mutually beneficial relationship and supporting our Finalist on her journey to the crown. Excellent exposure is offered in return and your business can reach a wider and preferred target audience. The advertising benefits are set out at the end of this proposal.

The Mrs Universe South Africa pageant is a life-enriching program for divorced and married women. Our goal is to empower, inspire and motivate women and to bring sustainable change to our communities. The charitable cause for the competition is Domestic Violence & Abuse and our contestants create awareness on domestic abuse and make a difference in the lives of abused women and children.

On 13 April the Mrs Universe South Africa 2024/25 pageant kicked off and our Semi-Finalists were selected to embark on this empowering journey. On 7 September the Top 10 Finalists were announced who will proceed to the Grand Finale in March 2025.



Who we are

Our story begins in 2012 when the current owner, Anel Deswardt took part in the Mrs Commonwealth International pageant in London. She won the title and founded all the Commonwealth pageants in South Africa, Miss, Mrs, Miss Teen and Mr. The company Commonwealth Pageants South Africa (Pty) Ltd was registered in 2013 and hosted the first pageants at The Lyric Theatre in 2014.



In 2018 our company received the licence to host the Mrs Universe South Africa pageant. We crowned our first winner; Melanie Wright as Mrs Universe SA 2018 and she represented South Africa in the Philippines in December 2018. The Mrs Universe pageant is the most prestigious pageant for married and divorced women in the world, over 100 Countries take part in it annually. Monique Weyers is our reigning queen and will represent our country at Mrs Universe in South-Korea in October.

The Mrs Universe South Africa pageant is in its 7th year.



Mrs Universe South Africa Empowerment Program

Personal Development Program

We believe in investing in our contestants and take them through a personal development program where they can become the best versions of themselves. We conduct training workshops and seminars and provide them with:

- Business Skills
- Image consulting
- Photographic and modelling training
- Entrepreneurial Skills
- Life Coaching
- Personal Branding
- Fitness & Wellbeing
- Presentation & Performance Skills
- Gifts and Services from our main Sponsors





Coverage

We offer excellent online and event coverage for our sponsors.

We advertise daily on our social media platforms and website:



Mrs Universe South Africa



www.mrsuniversesa.com



@mrsuniversesa

For detailed analysis on our target market, reach and marketing analytics, please contact the office at info@sacommonwealthpageants.co.za.

Media coverage

The following media covered our pageants in the past:

- SABC 1 – Morning Live
- SABC 2
- SABC 2 – Play your Part
- SABC 3 – Espresso Show
- CNBC News
- Network24
- Beeld
- Die Burger
- The Sowetan
- Zee TV & Zee World
- The Star
- Die Volksblad
- Rekord
- Get-It Magazine
- Numerous newspapers & radio



Q Menu

Local news

Beauty queen competes overseas

Veronika Pillay won the Mrs Universe South Africa title earlier this year.

October 5, 2023 Vanisha Moodley 1 minute read



Veronika Pillay is representing South Africa abroad. Photo supplied.

Sezela's **Veronika Pillay** is making her mark abroad as she competes in the 46th Mrs Universe pageant in Manila, Philippines.

Sponsorship Opportunities

Silver Sponsor

Cost: A minimum amount of R 2 000

- Monthly postings about your business on all our social media platforms until the Finals in March 2025.
- The Finalist you are sponsoring will endorse and advertise your products/services on her social media accounts.

Gold Sponsor

Cost: A minimum amount of R 4 000

- Monthly postings about your business on all our social media platforms until the Finals in March 2025.
- The Finalist you are sponsoring will endorse and advertise your products/services on her social media accounts.
- The Finalist to visit your business and photos to be used for advertising purposes.
- Your company's logo will be advertised on our website for a period of 1 year.

Platinum Sponsor

Cost: A minimum amount of R 10 000

- Bi-weekly postings about your business on all our social media platforms until the Finals in March 2025.
- Profile advertising of your business' services/ products.
- The Finalist you are sponsoring will endorse and advertise your products/services on her social media accounts.
- Your business' logo to be added to the Grand Finale Poster.
- Brand exposure at the Mrs Universe SA 2025 Grand Finale
- AV advertising at the Grand Finale
- 2 VIP tickets to the Grand Finale in 2025
- Your company's logo will be advertised on our website for a period of 1 year.

Mrs Universe South Africa

Sponsorship Form 2024

Name of Company: _____
Industry: _____
Name of Representative _____
Tel number: _____
Email: _____
Website: _____
Facebook Page: _____
Instagram: _____
Sponsorship amount: _____
Signature: _____

Banking Details:

Commonwealth Pageants South Africa
FNB
Branch: 255355
Acc: 630 972 21758
Reference: Name of Mrs Universe SA Finalist

Sponsorship payments are non-refundable and non-transferable.

We thank you for considering to support our Mrs Universe South Africa Finalist 2024

**Mrs Universe South Africa Pageant
Commonwealth Pageants South Africa (Pty) Ltd**

